



FOR IMMEDIATE RELEASE

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**Grand Rapids Based, DVS, Launches Production Company, Adds Jobs
DVS Creative founded to meet client demand**

Grand Rapids, Mich. – November 4, 2009 – DVS, a local media duplication and asset management company, launches new production company, DVS Creative, to meet customer demand.

“Production management services have been an offering of DVS for many years, however, with the paramount growth we recently experienced the only solution was to launch a separate division with staff to focus on video production, editing, DVD & CD authoring, and video encoding/compression,” says Mike Kren, DVS Creative manager.

With the creation of DVS Creative, the division currently employs 5 full-time employees, with two new hires this month. “Our production clientele has grown over 25% within the past year, and in the next five years we project strong double digit employee growth,” says Kren.

“What sets DVS Creative apart is their technical knowledge, ability to always meet the deadline, and consistent follow-up once a project is completed,” says Holly del Rosario, Global Brand Communications, Amway Corporation.

DVS Creative specializes in finding or creating solutions for difficult technical projects while stimulating the audience visually to effectively communicate a client’s message.

“What is perhaps the most interesting about our growth is that DVS Creative was launched to meet client demand versus forming and pursuing new business. We had the existing business and needed to grow to meet demand,” says Kren.

About DVS Creative:

DVS Creative blends the creative art of production with the technical science of visually rich media to effectively communicate a client’s message. We focus on knowing our craft, adapting to client needs all the while illustrating your strengths and capabilities.

DVS Creative is a division of Digital Services, Inc. and a sister company to Pelco Solutions and DVS. For more information on DVS Creative go to www.dvscreative.com.

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About Mike Kren:

The fact that Mike Kren is a movie buff comes in handy working in the creative industry. Kren got his feet wet in management at National Amusement, a chain of movie theaters, where he learned the ins and outs of business while taking in the occasional flick.

When Kren was ready to move on, he was hired in at the DVS division of Digital Services, Inc. as a Technician. Kren soon took on new challenges as a Project Manager, and then Production Manager. Over the years, DVS expanded into media and video production in response to customer demand. In 2008 a new division was created, DVS Creative. With the formation of DVS Creative, Kren was promoted to the position of Creative Services Manager and charged with growing this new division.

Mike Kren graduated from Grand Valley State University with a Bachelors of Science degree in Film and Video Production.

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